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WISCONSIN
FEDERAL MILK ORDER BULLETIN

for the
Milwaukee, Northeastern
and Madison Marketing Areas
C. T. McCleery - Market Administrator

DECEMBER 1963

U.S. DEPT. OF AGRICULTURE
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BOSSY'S ANNUAL PRODUCTION IS FOOD FOR MANY PEOPLE

What can be done with the average annual milk production per cow on Wisconsin farms? Here are a few uses that could have been made of the 8,560 pounds of milk produced last year.

A buttermaker could have made 398 pounds of butter from Bossy's 1962 production. Since butter consumption per person in the nation last year averaged 7.2 pounds, the milk from one cow would have supplied 55 persons for a year. A fifth of the nation's butter was made in Wisconsin last year.

A cheesemaker could have made 856 pounds of American cheese from the 8,560 pounds of milk. And this cheese would have been enough to supply 140 persons in the (continued to page 8)

BY THE WAY

What is a farmer? A farmer is a paradox-- he is an executive with his home his office; a scientist using fertilizer attachments; a purchasing agent in an old straw hat; a personnel director with grease under his fingernails; a dietitian with a passion for alfalfa, aminos, and antibiotics; a production expert with a surplus; and a manager battling a price-cost squeeze.

He manages more capital than most of the businessmen in town. He likes sunshine, good food, State fairs, dinner at noon, auctions, his neighbors, his shirt collar unbuttoned and, above all, a good soaking rain in August.

He is not much for droughts, gullies, throughways, weeds, the 8-hour day, grasshoppers, or helping with housework. (continued to page 8)

— DATA IN BRIEF - FOR THE MAN IN A HURRY —

— DATA IN BRIEF - FOR THE MAN IN A HURRY —						
<u>NOVEMBER 1963</u>	<u>Milwaukee Order No. 39</u>		<u>Northeastern Wis. Order No. 45</u>		<u>Madison Order No. 51</u>	
Class I Price & Differential	\$3.99	7.0¢	\$3.85	7.3¢	\$3.99	7.0¢
Class II Price & Differential	\$3.16	6.7¢	\$3.16	6.7¢	\$3.16	6.7¢
Producer Price & Differential	\$3.89	7.0¢	\$3.56	7.0¢	\$3.84	6.9¢
Pounds of Producer Milk	66,920,234		40,240,984		19,820,635	
Percentage in Class I	87.7%		58.5%		80.7%	
<u>DECEMBER 1963</u>						
Class I Price & Differential	\$3.80	7.0¢	\$3.66	7.3¢	\$3.80	7.0¢

UNIFORM PRICES AND

COMPUTATION OF

PRODUCER PRICES FOR NOVEMBER 1963

Milwaukee Wisconsin Marketing Area
Federal Order No. 39

Minimum prices per hundredweight to be paid on or before the 15th of each month to producers for 3.5% milk, f.o.b. plant. These prices are subject to a butterfat differential per point over and under 3.5% and to a deduction of 2 cents per hundredweight for marketing service for nonmembers. In the case of members of approved cooperatives, these prices are subject to the deductions authorized by the associations.

The prices listed below do not include any premium payments which may be paid by handlers and which may bring actual payments in excess of minimum requirements.

Name of Handler	Minimum Pay Price	B.F. Dif'l
Blochowiak Dairy	\$3.88	7.0¢
The Borden Co.	3.87	6.9
Cedarburg Dairy, Inc.	3.89	7.0
Christiansen's Dairy	4.03	7.0
Fairmont Foods Co.	3.86	6.9
Gehl Guernsey Dairy	3.79	6.9
Golden Guernsey Dairy	3.88	6.9
Harmony Dairy Products	3.91	6.9
Hawthorn-Melody Farms	3.86	6.9
Healthway Dairy, Inc.	3.94	7.0
Home Dairy	3.98	7.0
Keystone Farms	3.37	6.9
Krueger Dairy	3.97	7.0
McFarlands' Farm Dairy	3.89	7.0
Milk Producers Coop.	4.00	7.0
Mullen's Dairy	3.97	7.0
Progressive Dairy Prod.	4.03	7.0
Pure Milk Association	4.01	7.0
Roets Home Dairy	3.93	7.0
Schroeder Dairy	3.96	7.0
Sealtest Foods	3.86	7.0
Vande Kolk Dairy	4.01	7.0
Warren Dairy	4.04	7.0
Wayside Dairy	3.98	7.0
West Side Dairy, Inc.	3.99	7.0

WEIGHTED AVERAGE 7.0¢

Weighted Average of Producer
Prices for Information Purposes: \$3.89

NOVEMBER 1963

Producer Milk in Class I

Producer Milk in Class II

Total Milk and Value Before Adjustments

Adjustments for Value of:

Overage Deducted from Classes I & II
Beginning Inventory Reclassification
Other Source Milk Deducted from Class I
Butterfat More or Less than 3.5 Percent
Plant Location Differentials
Half of Producer-Equalization Fund

Aggregate Value and Average Price

Reserve to Producer-Equalization Fund

Uniform Price to Producers for 3.5% Milk

* Subject to location differentials. These minimum pay

MANUFACTURING PRICES AND

Year and Month	92 Score Butter Chicago	Cheddar Cheese Wis.	Spray Dry Skim	Basic Formula Price	Handler B'fat Dif'l C.I* C.II
1962	cents	cents	cents	dol.	cents
Nov.	57.99	34.50	14.16	3.10	7.0 6.7
Dec.	57.98	34.50	14.15	3.11	7.0 6.7
1963					
Jan.	57.97	34.56	14.15	3.10	7.0 6.7
Feb.	57.94	34.31	14.17	3.10	7.0 6.7
Mar.	57.97	33.79	14.19	3.10	7.0 6.7
Apr.	57.97	33.80	14.14	3.09	7.0 6.7
May	57.97	33.80	14.12	3.08	7.0 6.7
June	57.97	34.00	14.18	3.07	7.0 6.7
July	57.97	34.12	14.15	3.08	7.0 6.7
Aug.	57.97	34.25	14.18	3.09	7.0 6.7
Sep.	59.70	34.25	14.24	3.10	7.0 6.9
Oct.	58.48	34.50	14.25	3.12	7.2 6.7
Nov.	58.09	35.00	14.24	3.15	7.0 6.7
Dec.				3.16	7.0

* Exception, Order No. 45 is 7.2¢ through Sep. '63;
Oct. '63 7.5¢; Nov. & Dec. '63 7.3¢.

OTHER PRICE DATA

OF UNIFORM PRICES

Northeastern Wisconsin Marketing Area Federal Order No. 45				Madison Wisconsin Marketing Area Federal Order No. 51			
Pounds of Milk	Average B'fat Test	Price at Test	VALUE	Pounds of Milk	Average B'fat Test	Price at Test	VALUE
23, 524, 035	3.649408	\$3.960116	\$931, 579. 16	15, 993, 382	3.601290	\$4.028307	\$644, 262. 57
16, 716, 949	3.837638	3.386218	566, 072. 28	3, 827, 253	4.108325	3.567578	136, 540. 25
40, 240, 984			\$1, 497, 651. 44	19, 820, 635			\$780, 802. 82
			326. 68				626. 43
			26. 49				70. 61
			-				-
			-64, 112. 78				-27, 242. 47
			-303. 28				6, 621. 28
			16, 644. 18				9, 267. 57
		\$3.60387	\$1, 450, 232. 73			\$3.885578	\$770, 146. 24
		.04387	-17, 653. 70			.045578	-9, 033. 87
		<u>\$3.56*</u>	\$1, 432, 579. 03			<u>\$3.84*</u>	\$761, 112. 37

prices do not include any premium payments which may be paid by handlers.

FEDERAL ORDER PRICES FOR WISCONSIN AREAS - NO. 39, NO. 45, NO. 51

Class I Price Differentials			Supply-Demand Adjustments			Class I Prices			Uniform Prices to Producers** and Producer Butterfat Differentials					
No.39	No.45	No.51	No.39	No.45	No.51	No.39	No.45	No.51	Milwaukee	Northeast	Madison	dol. cents	dol. cents	dol. cents
cents			cents			dollars			dol. cents	dol. cents	dol. cents	dol. cents	dol. cents	dol. cents
108	94	108	-24	-16	-24	3.91	3.85	3.91	3.81	7.0	3.57	7.0	3.72	6.9
88	74	88	-24	-14	-24	3.74	3.70	3.74	3.64	6.9	3.42	7.0	3.56	6.9
88	74	88	-24	-20	-24	3.75	3.65	3.75	3.64	6.9	3.38	7.0	3.57	6.9
88	74	88	-24	-18	-24	3.74	3.66	3.74	3.63	6.9	3.40	7.0	3.58	6.9
68	54	68	-24	-24	-24	3.54	3.40	3.54	3.46	6.9	3.25	7.0	3.43	6.9
68	54	68	-24	-22	-24	3.53	3.41	3.53	3.46	6.9	3.25	7.0	3.38	6.9
68	54	68	-24	-24	-24	3.52	3.38	3.52	3.44	6.9	3.23	7.0	3.35	6.9
68	54	68	-24	-24	-24	3.51	3.37	3.51	3.41	6.9	3.25	7.0	3.34	6.9
88	74	88	-24	-24	-24	3.72	3.58	3.72	3.64	7.0	3.45	7.0	3.56	6.9
108	94	108	-24	-24	-24	3.93	3.79	3.93	3.84	7.0	3.59	7.0	3.75	6.9
108	94	108	-24	-24	-24	3.94	3.80	3.94	3.84	7.0	3.56	7.1	3.76	7.0
108	94	108	-24	-20	-24	3.96	3.86	3.96	3.88	7.1	3.61	7.2	3.82	7.1
108	94	108	-24	-24	-24	3.99	3.85	3.99	3.89	7.0	3.56	7.0	3.84	6.9
88	74	88	-24	-24	-24	3.80	3.66	3.80						

** Weighted averages are shown for Milwaukee and all markets when base and excess prices are in effect.

UTILIZATION AND CLASSIFICATION

FEDERAL ORDER NO. 1

— MILWAUKEE MARKET NO. 39 —

I T E M	November 1963		October 1963		November 1962	
	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
CLASS I MILK						
Packaged Products:						
Fluid Milk	46,569	3.5	49,006	3.5	45,303	3.5
Flavored Milk	1,740	3.6	2,256	3.5	1,655	3.6
2% Skim Milk, Solids Added	3,765	2.2	3,446	2.1	2,903	2.1
" " " , Plain	1,033	2.2	1,393	2.2	1,087	2.2
Skim Milk, Solids Added	1,753	.4	1,818	.4	1,670	.3
Plain Skim	1,014	.7	1,034	.7	997	.7
Buttermilk	456	1.1	520	1.0	443	1.1
Flavored Milk Drink	182	.5	198	.5	175	.6
Half & Half	1,026	12.4	1,036	12.4	1,002	12.4
Light Cream	47	19.2	49	19.0	61	19.0
Whipping Cream	305	33.0	188	33.2	295	33.2
Cultured Cream	251	18.7	236	18.7	213	18.7
Subtotal	58,141	3.6	61,180	3.5	55,804	3.6
Bulk Sales to Nonhandlers	742	3.7	497	3.7	846	3.7
Unaccounted for Milk	61	7.0	92	15.4	125	6.8
Total Utilized in Class I	58,944	3.6	61,769	3.6	56,775	3.6
Nonpool Receipts*	-256	2.8	-319	2.7	-149	3.7
CLASS I - PRODUCER MILK	58,688	3.6	61,450	3.6	56,626	3.6
CLASS II MILK						
Eggnog	249	6.0	-		271	6.1
Bakeries et al	125	12.4	120	13.9	128	12.2
Cottage Cheese	3,739	1.0	4,251	1.0	3,024	.9
Cheese	1,285	3.5	706	3.6	1,449	3.7
Butter	297	22.8	301	25.5	1,051	8.8
Evap., Cond., & Pwd.	2,101	4.0	1,336	4.3	1,620	3.5
Ice Cream & Mixes	1,693	11.8	2,157	10.4	1,785	11.1
Livestock Feed	87		86		145	
Dumped Products	29		-		6	
Skim Equiv. Fort Prod.	1,127		1,143		1,059	
Ending Inventory	4,260	4.0	5,032	3.9	4,273	4.1
Shrinkage	1,056	2.2	999	2.9	905	3.2
Total Utilized in Class II	16,048	4.1	16,131	4.1	15,716	4.2
Nonpool Receipts*	-7,816	3.4	-9,007	3.5	-7,545	3.6
CLASS II - PRODUCER MILK	8,232	4.7	7,124	5.0	8,171	4.8
TOTAL PRODUCER RECEIPTS	66,920	3.8	68,574	3.7	64,797	3.8

NOTE: Bakeries et al includes products for candy manufacturing, aerated cream, sour cream products not labeled Grade A, and small amounts of eggnog during off-season months.

CLASSIFICATION OF MILK

ORDERS 39, 45, 51

— NORTHEASTERN MARKET NO. 45 —						— MADISON MARKET NO. 51 —					
November 1963		October 1963		November 1962		November 1963		October 1963		November 1962	
Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat	Thousand Pounds	% B'fat
19,043	3.5	20,030	3.5	19,333	3.5	10,365	3.5	10,989	3.4	9,901	3.5
1,134	3.6	1,444	3.5	1,212	3.5	689	3.8	879	3.8	665	3.8
460	2.1	448	2.1	216	2.2	2,128	2.1	2,187	2.1	1,846	2.1
294	1.8	253	1.9	204	1.8	-	-	-	-	-	-
673	.3	659	.3	689	.7	401	.8	679	.8	588	.7
591	.5	637	.5	587	.4	304	.7	62	.4	66	.1
212	.8	237	.8	213	.8	155	1.5	171	1.6	141	1.5
78	.7	85	.7	72	1.2	2	.6	2	1.1	2	2.0
401	12.8	418	12.8	414	12.9	326	12.3	340	12.1	306	12.2
6	21.8	7	22.8	13	21.0	5	22.2	5	22.9	9	21.9
125	34.8	87	34.9	128	34.8	78	34.2	52	34.1	71	34.5
79	18.9	71	18.9	81	19.0	51	22.2	50	21.4	39	22.1
23,096	3.6	24,376	3.6	23,162	3.7	14,504	3.6	15,416	3.5	13,634	3.6
337	4.6	367	4.0	149	3.8	2,106	3.8	1,943	3.8	726	4.0
119	6.1	145	5.7	185	5.4	86	3.7	106	1.7	114	2.7
23,552	3.6	24,888	3.6	23,496	3.7	16,696	3.6	17,465	3.5	14,474	3.6
-28	3.4	-48	2.6	-19	3.7	-703	3.5	-682	3.4	-942	3.7
23,524	3.6	24,840	3.6	23,477	3.7	15,993	3.6	16,783	3.5	13,532	3.6
35	5.6	-	-	49	6.0	36	5.7	-	-	41	5.9
-	-	-	-	-	-	5	23.2	8	19.1	3	38.6
1,285	1.6	1,948	1.1	2,069	1.1	947	1.2	947	1.3	843	1.5
12,895	3.7	6,384	3.6	8,697	3.7	1,113	2.8	813	2.6	1,585	3.1
504	35.1	530	35.2	906	37.5	257	35.7	259	35.8	270	33.2
3,994	.1	4,134	.1	9,047	.8	1,300	-	1,341	-	1,415	-
1,842	5.7	1,493	8.1	1,444	7.4	646	8.9	773	8.7	568	10.4
88	-	80	-	124	-	57	-	68	-	66	-
5	-	12	-	20	-	1	-	-	-	-	-
422	-	445	-	391	-	449	-	462	-	432	-
2,061	4.4	2,444	4.1	2,421	4.7	1,033	4.3	1,424	4.0	1,295	4.0
386	5.1	597	3.8	442	5.1	348	2.1	338	1.3	248	2.5
23,517	3.8	18,067	3.8	25,610	3.9	6,192	4.0	6,433	4.0	6,766	4.0
-6,800	3.6	-5,200	3.5	-11,872	3.9	-2,364	3.8	-2,756	3.7	-2,324	3.7
16,717	3.8	12,867	3.9	13,738	3.9	3,828	4.1	3,677	4.2	4,442	4.2
40,241	3.7	37,707	3.7	37,215	3.8	19,821	3.7	20,460	3.6	17,974	3.7

* Includes, whenever applicable, receipts of other source milk, beginning inventory, and overage, all as allocated to classes, and discrepancies between reported interhandler transfers.

CLASS I AND RECEIPTS BY MONTHS

POUNDS OF PRODUCER MILK IN CLASS I, ITS PERCENTAGE TO TOTAL PRODUCER MILK WITH TOTALS FOR PRODUCER MILK AND FOR OTHER SOURCE MILK BY WISCONSIN MARKETS

Year and Month	MILWAUKEE, No. 39				NORTHEASTERN, No. 45				MADISON, No. 51			
	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk	CLASS I		From Pro-ducers	Other Source Milk
	Mil.#	%	Mil.#		Mil.#	%	Mil.#		Mil.#	%	Mil.#	
1962												
Nov.	56.8	87.7	64.8	2.5	23.5	63.2	37.2	9.2	13.5	75.3	18.0	1.9
Dec.	56.8	82.9	68.5	2.7	22.8	54.9	41.5	9.7	13.6	71.6	19.0	2.0
1963												
Jan.	58.1	83.7	69.4	2.6	21.5	53.8	40.0	9.2	14.4	73.5	19.6	2.0
Feb.	52.6	82.8	63.5	2.6	19.8	54.1	36.6	8.7	13.6	73.1	18.6	1.6
Mar.	57.8	82.5	70.1	2.8	21.5	53.5	40.2	10.7	15.1	72.9	20.7	2.1
Apr.	56.4	82.8	68.1	3.2	20.9	52.9	39.5	11.6	13.7	67.5	20.3	2.0
May	57.8	82.0	70.5	3.1	21.9	53.2	41.1	13.8	13.7	63.8	21.5	3.0
June	50.9	76.5	66.6	3.4	21.2	51.1	41.4	15.6	11.9	60.5	19.6	2.4
July	54.0	85.2	63.4	3.6	24.6	68.8	35.7	13.5	13.2	73.0	18.1	2.6
Aug.	56.0	88.0	63.7	3.5	23.8	68.1	35.0	12.2	13.6	76.7	17.7	2.5
Sep.	55.4	87.4	63.4	3.8	23.0	64.8	35.5	10.0	14.0	76.7	18.2	1.7
Oct.	61.5	89.6	68.6	3.8	24.8	65.9	37.7	2.5	16.8	82.0	20.5	1.9
Nov.	58.7	87.7	66.9	3.0	23.5	58.5	40.2	4.3	16.0	80.7	19.8	1.6

FARM NUMBERS AND DELIVERIES

NUMBER OF FARMS AND AVERAGE DAILY DELIVERIES PER FARM BY WISCONSIN MARKETS

Year and Month	MILWAUKEE				NORTHEASTERN				MADISON			
	Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm		Number of Farms		Avg. Daily Per Farm	
	'62	'63	'62	'63	'62	'63	'62	'63	'62	'63	'62	'63
Jan.	2174	2274	943	984	1389	1374	897	940	615		1028	
Feb.	2173	2263	954	1004	1402	1371	930	952	651		1023	
Mar.	2162	2256	954	1007	1427	1360	939	959	650		1025	
Apr.	2133	2261	961	1007	1421	1355	952	971	645		1047	
May	2097	2215	993	1029	1387	1355	970	979	639		1086	
June	2342	2211	957	1001	1398	1415	949	976	613	621	1005	1053
July	2344	2222	863	923	1408	1417	788	814	622	633	884	924
Aug.	2344	2243	858	926	1433	1417	753	797	624	639	847	892
Sep.	2329	2265	914	942	1451	1438	793	822	618	650	901	933
Oct.	2319	2271	945	983	1471	1361	844	894	621	646	951	1022
Nov.	2324	2262	939	990	1450	1447	856	927	621	643	965	1028
Dec.	2313		960		1477		905		618		991	
Avg.	2255		937		1426		881		620		935	

COMPARATIVE STATISTICS

SELECTED DATA COMPARISONS, WISCONSIN MARKETS

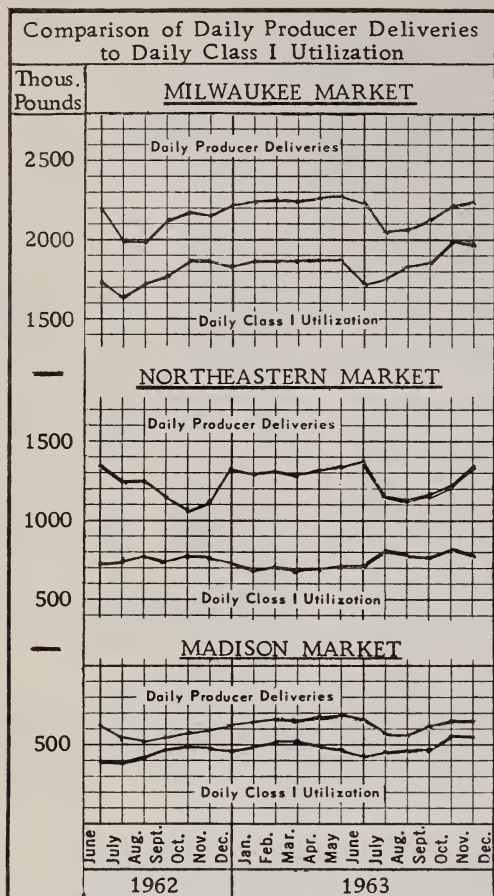
	Order No. 39			Order No. 45			Order No. 51		
	November '63	November '62	Com- parison	November '63	November '62	Com- parison	November '63	November '62	Com- parison
Average Daily:									
Producer Milk, thous. lbs.	2231	2160	+3.3%	1341	1241	+8.1%	661	599	+10.4%
Other Receipts " "	101	92		145	308		102	109	
Gross Class I " "	1965	1892	+3.9%	785	783	+0.3%	557	482	+15.6%
Gross Class II " "	535	524	+2.1%	784	854	-8.2%	206	226	-8.9%
Deliveries per Farm, lbs.	990	935	+5.9%	927	856	+8.3%	1028	965	+6.5%
Number of Farms	2262	2324	-62	1447	1450	-3	643	621	+22
Avg. Test of Prod. Milk, %	3.77	3.79		3.73	3.77		3.70	3.72	
Number of Handlers:									
Pool Plants	25	28	-3	65	66	-1	22	24	-2
Other Handlers	5	4	+1	8	7	+1	9	8	+1
Producer Milk in Class I, %	87.7	87.7		58.5	63.1		80.7	75.3	
Shrinkage to Total Receipts:									
Product Pounds, %	1.40	1.41		1.13	1.35		1.78	1.62	
Butterfat Pounds, %	.91	1.34		1.64	1.87		1.15	1.13	

NEARBY FEDERAL ORDER DATA

PRODUCER MILK, TOTAL AND CLASS I, AND RELATED PRICES - NOVEMBER 1963

Market	Producer Milk	Class I Milk	Class I Price 3.5% Milk	Producer Price 3.5% Milk
	thous. lbs.	thous. lbs.	\$ per cwt.	\$ per cwt.
Chicago, No. 30	467,654	202,024	4.01	3.64
Duluth-Superior, No. 69	12,503	7,653	4.10	3.62
Madison, No. 51	19,821	15,993	3.99	3.84
Mich. Upper Peninsula, No. 44	8,895	7,627	4.06	4.03
Milwaukee, No. 39	66,920	58,688	3.99	3.89
Minneapolis-St. Paul, No. 68	83,721	58,012	4.015	3.79
Northeastern Wisconsin, No. 45	40,241	23,524	3.85	3.56
Quad Cities-Dubuque, No. 63	19,998	15,182	4.21	3.96
Rock River Valley, No. 38	9,506	8,313	4.03	3.94
Southern Michigan, No. 40	302,672	183,264	4.34	3.89

NOTE: The producer price shown for Michigan Upper Peninsula and Milwaukee is, in each case, the weighted average of minimum pay prices for pool plants, including zone or location differentials. Announced prices for basic zones are quoted in other instances. During base pay periods weighted averages are shown for base and excess prices.



WISCONSIN FEDERAL MILK ORDER BULLETIN

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Federal Milk Market Administrator
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for the
Milwaukee, Northeastern
and Madison Marketing Areas

This bulletin is primarily to provide producers who are not members of cooperative associations with market information in accordance with §1039.74 of the Milwaukee Wisconsin marketing order, §1045.75 of the Northeastern Wisconsin marketing order, and §1051.77 of the Madison Wisconsin marketing order.

By the Way, Continued from page 1

Farmers are found in fields--plowing up, seeding down, rotating from, planting to, fertilizing with, spraying for, and harvesting. Wives help them, little boys follow them, city relatives visit them, salesmen detain them and wait for them, weather can delay them, but it takes Heaven to stop them.

A farmer is both Faith and Fatalist--he must have faith to continually meet the challenges of his capacities amid an ever-present possibility that a late spring, an early frost, tornado, flood, drought, disease, or bugs can bring his business to a standstill.

He is your countryman--a denim-dressed, businesswise, fast-growing statesman of stature. And when he comes in at noon, having spent the energy of his hopes and dreams, he can be recharged anew with the magic words: "The market's up."

As employees of the U.S. Department of Agriculture, we are at his service.

Bossy's Annual Production, Continued from page 1

nation with their year's consumption. About four in ten pounds of the nation's American cheese is made in Wisconsin.

Wisconsin dairy plants produce 41 percent of the nation's bulk sweetened condensed whole milk. However, the number of cows producing milk for this purpose is relatively small compared with butter or cheese. The average production per cow last year would have been enough to make 3,891 pounds of sweetened condensed whole milk. This production would have been enough for 9,727 persons for a year. Consumption is a little less than a half-pound per person.

A Swiss cheese maker could have produced 611 pounds of cheese from the annual production per cow last year. And a plant making Italian cheese could have made 778 pounds of cheese.

The fluid milk and cream used per person in the nation last year was equivalent to 311 pounds of milk. On this basis, the average production of one Wisconsin cow could have furnished enough fluid milk and cream for about 28 persons for a year. (Wisconsin Dairying, November 1963)